

## **LISTING OF THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1.    **(Currently Amended)**    A public broadcasting system, the system comprising:  
          ~~operable with~~ a facility for collecting viewers' profile data and for controlling program  
and/or ~~and~~ advertisement content delivery to customers based on the viewers' profile data; ~~the~~  
~~system comprising:~~  
          ~~viewer profile data and~~ a facility for gathering ~~said~~ viewer profile data and for providing  
the viewer profile data to a program and advertising content controlling facility;  
          a content selector that ~~selects for~~ provides to viewers program content; ~~and~~  
          an advertising inserter which selects alternate advertising that is intended to selectively  
replace or supplement commonly provided advertising content, based on the viewer profile data;  
          a facility that sets rewards to viewers based on criteria that is associated with the viewer  
profile data provided by viewers; and  
          a control which responds to the rewards set by the rewards facility, in a manner which  
adjusts the durations of the program content and the durations of the advertising content being  
provided to the different ones of said viewers based on their corresponding viewer profile data.
2.    **(Original)**    The system of Claim 1, in which the broadcasters include point-to-one broadcasters.
3.    **(Original)**    The system of Claim 1, in which the broadcasters include point-to-few broadcasters.
4.    **(Original)**    The system of Claim 1, in which the broadcasters include point-to-many broadcasters.
5.    **(Canceled)**

6. **(Currently Amended)** The system of Claim ~~[[5]]~~ 1, in which the rewards comprise modifications to the commonly provided advertising content.

7. **(Canceled)**

8. **(Currently Amended)** The system of Claim ~~[[5]]~~ 1, in which the rewards comprise the provision of different types of advertisements.

9. **(Currently Amended)** The system of Claim ~~[[5]]~~ 1, in which the rewards comprise the replacement of the commonly provided advertising content with brief program material.

10. **(Currently Amended)** The system of Claim ~~[[5]]~~ 1, in which the rewards comprise the selection of advertising that are tailored to viewers, based on the viewers' profile information.

11. **(Original)** The system of Claim 1, in which the viewers profile data is provided by viewers in accordance with different levels of specified viewer profile detail so as to enable providing different reward levels.

12. **(Original)** The system of Claim 1, in which insertion of the alternate advertising is effected at an interface facility.

13. **(Original)** The system of Claim 12, in which the interface facility is a central facility which is operated outside of viewers' homes.

14. **(Original)** The system of Claim 12, in which the interface device is a gathering device.

15. **(Original)** The system of Claim 14, in which the gathering device incorporates internal cellular telephone circuitry that automatically communicates with the broadcasters.

16. **(Original)** The system of Claim 15, in which internal cellular telephones associated with a plurality of viewers are operated as party line telephones.

17. **(Original)** The system of Claim 14, in which the gathering device comprises internal storage for storing program content and a facility that plays program content after a delay.

18. **(Original)** The system of Claim 12, in which the interface facility comprises a device located in the home of the viewer.

19. **(Original)** The system of Claim 18, in which the device is selected from a group consisting of: settop box, descrambler, VCR, GD, PTV, television receiver, Web browser and Internet appliance.

20. **(Original)** The system of Claim 1, in which the broadcasters comprises a Web TV deliverer or a real television or a video-on-demand provider.

21. **(Canceled)**

22. **(Currently Amended)** The system of Claim ~~[[5]]~~ 1, in which the rewards comprise a reduction in the frequency ~~or duration~~ of television commercials.

23. **(Currently Amended)** The system of Claim ~~[[5]]~~ 1, in which the rewards comprise a combination of advertisements in advertising pods.

24. **(Currently Amended)** The system of Claim [[5]] 1, in which the rewards comprise the playing of only such commercials that are matched with the viewers' profile data.

25. **(Original)** The system of Claim 1, in which the viewer profile information is communicated to broadcasters via viewer responses to questionnaires.

26. **(Original)** The system of Claim 18, in which the viewer profile information is communicated to broadcasters via remote controller messages transmitted to the respective interface facility located at the respective homes of the viewers.

27. **(Original)** The system of Claim 1, in which the viewer profile information is communicated to the broadcasters via the Internet.

28. **(Original)** The system of Claim 1, in which the viewer profile information is communicated to the broadcasters through authorized release of data from financial institutions.

29. **(Original)** The system of Claim 1, including a facility that selects either the program content or the alternate advertising by means of a server database.

30. **(Original)** The system of Claim 1, including a facility that selects either the program content or the alternate advertising by downloading over the Internet.

31. **(Original)** The system of Claim 1, including a facility that selects either the program content or the alternate advertising by Cable TV or satellite signals transmitted to addressable converters.

32. **(Original)** The system of Claim 1, including a facility that selects either the program content or the alternate advertising by signals transmitted over the air.

33. **(Original)** The system of Claim 1, further including an encryption software that encrypts viewers' profile information provided by viewers.

34. **(Original)** The system of Claim 1, further including a facility that identifies viewers who are actually viewing program content.

35. **(Original)** The system of Claim 34, in which the facility that identifies viewers includes a voice recognition facility.

36. **(Original)** The system of Claim 34, in which the facility that identifies viewers' includes a facility that detects viewers' presence near a television set.

37. **(Original)** The system of Claim 34, in which the facility that identifies viewers' includes a remote controller device operable by the viewers.

38. **(Original)** The system of Claim 1, further including a central entity that manages viewer profile information in a manner that protects the confidentiality of viewers identities from the broadcasters.

39. **(Currently Amended)** A public, over the air, broadcasting system involving broadcasting of live program content divided into segments with intervals separating the segments and advertising content provided in the intervals, the system comprising:

a broadcasting facility for broadcasting the live program content over the air and a plurality of receiving devices for receiving the live program content and for playing the live program content to viewers substantially without delay;

a respective advertising player ~~players~~ coupled with and located at a corresponding one ~~ones~~ of the receiving devices, the advertising player ~~players~~ including a facility for receiving and pre-storing the advertising content; and

an advertising content inserter responsive to viewer profile information and operable with the advertising ~~inserter~~ player and the corresponding receiver for dynamically and interactively inserting portions of the pre-stored advertising content into the live program content being provided to ~~viewers~~ a viewer, in a manner that the pre-stored advertising content and the live program content are presented in integrated form to ~~viewers~~ the viewer, and based on the viewer profile information.

**40. (Original)** The system of the Claim 39, further including an interface facility that enables viewers to provide viewer profile data to broadcasters.

**41. (Original)** The system of Claim 40, further including a facility in the advertising content inserter that selects segments from the pre-stored advertising to be inserted in the live broadcast based on viewer profile data of respective viewers.

**42. (Original)** The system of Claim 39, in which the broadcasters include a radio broadcaster.